

12 June 1964

C/PRD MEMORANDUM FOR: Professional Recruiters (FY 64-65)

SUBJECT : Economists--Intensive Recruitment

1. Your recent analyses of our problems in the recruitment of Economists were widely circulated, much appreciated, and, now, have come to constitute the basis for what must be an intensive first-half FY 65 recruitment effort. Beginning now.

2. Essentially, ORR considers it will need three (3) EOD's per month, starting in September, and continuing until the June-July 1965 pipeline should disgorge a much higher number.

3. The senior ORR officials concerned have been participating in the programming for this campaign, along with the Director of Personnel, C/POD, and C/PRD. There is complete agreement as to the following tactics:

PHASE ONE

a. All professional recruiters will hit all of the colleges and universities in their area that are on a trimester program or sponsors of heavy Summer programs.

b. Carefully comb the Alumni Placement registers.

c. Re-examine your rejects over the past two years for any possibilities and call them to our attention.

d. Stand by for an early extensive newspaper and periodical advertising campaign in the expectation of generating off-campus prospect referrals among working economists across the country.

e. Go after the good B.A. economist. He is a real live candidates with us again. And you can even try on with ORR for

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Group 1
Excluded from automatic
downgrading
and declassification

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size a few who may not rate as good as you've been accustomed to thinking they had to be. Emphasize with all B.A.'s the graduate study opportunities offered through ORR attention to their career development.

f. At the graduate levels, Geographers and Cartographers are still in demand, along with the Political Science/History major who possesses a geographic area specialization.

g. Give us your ideas as to any bets we may be missing.

PHASE TWO

a. This phase calls for careful planning and early instructions to your college and university Placement Directors that you are setting aside one day per visit this year exclusively for interviews with Economists, Geographers, and Cartographers.

b. We can afford this coverage this year as an integral facet of our "One Week University" scheduling wherein you will remain on campus at each major university 4 to 5 days per visit.

c. Most important in this connection is your concluding these arrangements and furnishing me firm dates. We obviously cannot manage this refinement in your scheduling from here, but let me make it clear that these must be bona fide, campus-advertised, one-day per week reservations for the interviewing exclusively of Economist, Geographer, and Cartographer candidates. Phone me if there are any questions or clarification on this score. What is involved here is the likelihood of one or another ORR officer jointly interviewing with you on each of the dates designated by you as "ORR Day."

d. Obviously, then, in a given week, one ORR interviewer will spend one day each with three, four, or even five different recruiters. I realize that in any given week you might be booked 3 days at one university and two at another and thus could have two "ORR Days" that week. So be it, but from what I have seen of your advanced scheduling there should be at least one "ORR Day"

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per week in all of your schedules. ORR will plot the itineraries of their interviewers when I have given them the total picture.

e. The "ORR Day Program" is a last-quarter calendar year 1964 program designed to get ORR on campus early in the academic year. Do not extend it into January and February unless we so decide after the October to December returns are in.

f. Obviously, we will only complicate matters for ORR if we don't "regionalize" our coordination. By this I mean if each recruiter should make Wednesday of each week "ORR Day," the travel economics of the exercise would take on the inflationary characteristics of hydrogen for ORR. Accordingly, thinking by and large in terms of a 4-day week, we'll form the following regional teams and team captains and let you take it from there, with the captains serving as regional coordinator (use of long distance telephone authorized) and conforming the campus-to-campus hops, transportation- and timing-wise as he would size them up through ORR eyes:

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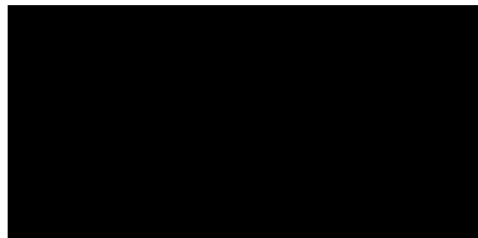
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25X1A NOTE: [REDACTED] are double-teamed on the theory that their dates may fit in better with one team or the other better in one week or another.

4. I must ask for final Team Captain reports by 7 July, please. Campus time permitting, have various Economics and Geography Department faculty members and/or students and our University Associates as your breakfast, luncheon, and dinner guests, and include the wives as deemed appropriate.



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